




**AMERICA GEORGIA BUSINESS COUNCIL**  
BRINGING PEOPLE, BUSINESS AND IDEAS TOGETHER

SIXTH  VINO FORUM OF AMERICA  
**Geography, History, Economics, and Politics of Wines in  
Georgia and Beyond**  
November 14-16  
Austin, Houston, Texas





**AMERICA GEORGIA BUSINESS COUNCIL**  
BRINGING PEOPLE, BUSINESS AND IDEAS TOGETHER

**November 16, 2023**

Anderson-Clarke Center  
School of Continuing Studies, Rice University  
6100 Main St. Mail Stop 550, Houston TX 77005

## **AGENDA**

**10:45 AM – 11:00 AM Registration**

**11:00 AM - 11:05 AM Welcome**

**Mamuka Tsereteli**, President, America-Georgia Business Council

**11:05 AM - 11:15 AM Opening Remarks**

**David Zalkaliani**, Ambassador of Georgia to the United States

**11:15 AM - 12:00 PM Special Presentation**

*Wine Culture of Georgia*

by **David Lordkipanidze**, Director, National Museum of Georgia

**12:00 PM - 13:00 PM Lunch**

**13:00 PM- 13:45 PM Keynote Presentation**

*Origin of Wines - Story of Georgia*

by **Patrick McGovern**, University of Pennsylvania/Penn Museum

**13:45 PM - 15:00 PM**

**Panel Discussion: Georgian Wine Industry**

*Current Status of Wine Industry of Georgia*

**Tamta Kvelaidze**, Head, Marketing Department, National Wine Agency of Georgia

*The Georgian Wine in the Context of Global Wine Industry*

**Karl Storchmann**, Clinical Professor, New York University, and Editor, Journal of Wine Economics

Moderator:

**Julian Alston**, Director, Robert Mondavi Institute Center for Wine Economics, UC Davis

**14:45 PM – 15:15 PM Wine Break Sponsored by Teliani Valley**

**Teliani**  
VALLEY



**AMERICA GEORGIA BUSINESS COUNCIL**  
BRINGING PEOPLE, BUSINESS AND IDEAS TOGETHER

**15:15 PM – 17:00 PM**

**Panel Discussion: Market Entry Strategy for Georgian Wines in the**

*Key Elements of the Growth Strategy for Georgian Wineries in the US*

**Noel Brockett**, President, Georgian Wine House

*US Market for Georgian Wines: Vision from the producers*

**Gary L. Griggs**, Vice President for Sales USA, Teliani Valley

*Market Potential for Georgian Wines in the US*

**Erika Frey**, Co-Founder, Saperica

*Natural Wines and Marketing of Georgian wines in the US*

**Robin Goldstein**, UC Davis

Moderator: **Paul Yanon**, Partner, Colangelo and Partners

**17:00 PM – 18:00 PM Georgian Wine Tasting**

*The Many Colors of Georgian Wines: White, Amber, Red, Black*

Curated by **Julie Dalton**, Master Sommelier

**18:00 PM – 19:30 PM Georgian Wine Reception**

Closing Remarks

**Mamuka Tsereteli**, President, America-Georgia Business Council

[Register Here](#)



**AMERICA GEORGIA BUSINESS COUNCIL**  
BRINGING PEOPLE, BUSINESS AND IDEAS TOGETHER

## GHVINO FORUM 2023

The Ghvino Forum was initiated in 2018 by the America-Georgia Business Council to advance the understanding of the origin of vine and wine culture, and to explore the intersection of wine and society in Georgia and beyond.

Another objective was to demonstrate that Georgia not only has the oldest wine history, but it also has a very dynamic wine industry with a great diversity of native grape varieties and different wine-making techniques, including the traditional qvevri method of natural wine-making.

## AMERICA-GEORGIA BUSINESS COUNCIL (AGBC)

Established in 1998, the America-Georgia Business Council (AGBC) is a private, non-profit corporation governed by a Board of Directors. The AGBC promotes trade and investment between North America and Georgia by helping companies focus and accelerate decision-making to forge successful, bilateral business partnerships.

The AGBC relies on a deep understanding of the Georgian political and business landscape, direct access to high-level government officials and agencies, and diverse business contacts to deliver value and maximize opportunities for our members.

## CO-ORGANIZED WITH THE NATIONAL WINE AGENCY OF GEORGIA:



## CORPORATE SPONSOR:



## IN PARTNERSHIP WITH:



## SUPPORTED BY:



**USAID**  
FROM THE AMERICAN PEOPLE